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Monna, James and Mildred Waller, children of Mr. and Mrs. O. C. Waller

# Waller Brothers

"THE HONEST PLANT GROWERS"

**JUDSONIA**



**ARKANSAS**

1940 **JANUARY** 1940

| SUN | MON | TUES | WED | THUR | FRI | SAT |
|-----|-----|------|-----|------|-----|-----|
|     | 1   | 2    | 3   | 4    | 5   | 6   |
| 7   | 8   | 9    | 10  | 11   | 12  | 13  |
| 14  | 15  | 16   | 17  | 18   | 19  | 20  |
| 21  | 22  | 23   | 24  | 25   | 26  | 27  |
| 28  | 29  | 30   | 31  |      |     |     |

1940 **FEBRUARY** 1940

| SUN | MON | TUES | WED | THUR | FRI | SAT |
|-----|-----|------|-----|------|-----|-----|
|     |     |      |     | 1    | 2   | 3   |
| 4   | 5   | 6    | 7   | 8    | 9   | 10  |
| 11  | 12  | 13   | 14  | 15   | 16  | 17  |
| 18  | 19  | 20   | 21  | 22   | 23  | 24  |
| 25  | 26  | 27   | 28  | 29   |     |     |

1940 **MARCH** 1940

| SUN              | MON | TUES | WED | THUR | FRI | SAT |
|------------------|-----|------|-----|------|-----|-----|
|                  |     |      |     |      | 1   | 2   |
| 3                | 4   | 5    | 6   | 7    | 8   | 9   |
| 10               | 11  | 12   | 13  | 14   | 15  | 16  |
| 17               | 18  | 19   | 20  | 21   | 22  | 23  |
| 24 <sup>31</sup> | 25  | 26   | 27  | 28   | 29  | 30  |

1940 **APRIL** 1940

| SUN | MON | TUES | WED | THUR | FRI | SAT |
|-----|-----|------|-----|------|-----|-----|
|     | 1   | 2    | 3   | 4    | 5   | 6   |
| 7   | 8   | 9    | 10  | 11   | 12  | 13  |
| 14  | 15  | 16   | 17  | 18   | 19  | 20  |
| 21  | 22  | 23   | 24  | 25   | 26  | 27  |
| 28  | 29  | 30   |     |      |     |     |





# Waller Brothers

"THE HONEST PLANT GROWERS"

**JUDSONIA**



**ARKANSAS**

1940 **MAY** 1940

| SUN | MON | TUES | WED | THUR | FRI | SAT |
|-----|-----|------|-----|------|-----|-----|
|     |     |      | 1   | 2    | 3   | 4   |
| 5   | 6   | 7    | 8   | 9    | 10  | 11  |
| 12  | 13  | 14   | 15  | 16   | 17  | 18  |
| 19  | 20  | 21   | 22  | 23   | 24  | 25  |
| 26  | 27  | 28   | 29  | 30   | 31  |     |

1940 **JUNE** 1940

| SUN      | MON | TUES | WED | THUR | FRI | SAT |
|----------|-----|------|-----|------|-----|-----|
|          |     |      |     |      |     | 1   |
| 2        | 3   | 4    | 5   | 6    | 7   | 8   |
| 9        | 10  | 11   | 12  | 13   | 14  | 15  |
| 16       | 17  | 18   | 19  | 20   | 21  | 22  |
| 23<br>30 | 24  | 25   | 26  | 27   | 28  | 29  |

1940 **JULY** 1940

| SUN | MON | TUES | WED | THUR | FRI | SAT |
|-----|-----|------|-----|------|-----|-----|
|     | 1   | 2    | 3   | 4    | 5   | 6   |
| 7   | 8   | 9    | 10  | 11   | 12  | 13  |
| 14  | 15  | 16   | 17  | 18   | 19  | 20  |
| 21  | 22  | 23   | 24  | 25   | 26  | 27  |
| 28  | 29  | 30   | 31  |      |     |     |

1940 **AUGUST** 1940

| SUN | MON | TUES | WED | THUR | FRI | SAT |
|-----|-----|------|-----|------|-----|-----|
|     |     |      |     | 1    | 2   | 3   |
| 4   | 5   | 6    | 7   | 8    | 9   | 10  |
| 11  | 12  | 13   | 14  | 15   | 16  | 17  |
| 18  | 19  | 20   | 21  | 22   | 23  | 24  |
| 25  | 26  | 27   | 28  | 29   | 30  | 31  |



# THE HONEST PLANT GROWER The Waller Calendar

Our Motto: "Quality, Service and Satisfaction Guaranteed."

**A** GAIN the plant season has arrived and we are mailing you our Calendar Catalog trusting that this season's business will equal that of last year which was one of our banner years. Happy are we to place this piece of printed matter with you which we trust will prove helpful even though you do not order plants. We have been growing and selling strawberry plants for the past 39 years and believe we understand our business. So sure are we of the quality of our plants, we are willing to let the success of this establishment rest upon the merits of the plants we sell, the service we give our customers and the honesty we put in our advertising. Careful and efficient packing of plants is just as important a factor as growing strong-rooted, disease-free plants. Waller Brothers take these extra precautions to assure you of A quality plants, for our interest as plant growers lies in the same direction as yours. Our success or failure is inseparable from the success or failure of our customers. We solicit your business. We invite comparison, not only in quality of plants but also in price. We urge you to buy better plants, honestly grown and honestly packed.

WALLER BROTHERS

## PRICE OR QUALITY?

We can talk quality or we can talk price with any plant establishment in the United States producing a dependable grade of plants. Although we do not like to extol our low prices (for quality should always come first), still during the year many berry growers ask us how we can produce good plants at such low prices. Here are the reasons:

1. We are located in the heart of the berry district of Arkansas.
2. We own our own farms and produce all our plants, and thus we only have to make one profit off these plants.
3. Living conditions are comparatively cheap here and we can secure labor in accord with the cost of living.
4. By selecting the plants we set, we never suffer a loss from disease or inspection turn-down.
5. By setting our plants on new ground we produce big, healthy plants which bring us many satisfied customers.
6. The enormous volume of our business, running into many millions per year, enables us to quote prices at only a small margin of profit per thousand. More than 15,000,000 sold last season.



## A SIMPLE PROBLEM IN ARITHMETIC

**PROBLEM:** If you can save ten cents on the thousand by buying cheap plants and you are setting ten acres of berries, 5,000 plants to the acre, how much have you saved on the plants?

Further, if the cheap plants you set, which never give the satisfaction that well grown plants give, yield only half as much as the quality plants, have you profited or lost by setting cheap plants?

Again, if it cost twenty per cent more to fertilize and cultivate cheap plants (counting the cost of cultivation at \$10 to the acre) how much have you lost by setting cheap plants?

**ANSWER:** Dependable quality plants are the cheapest plants that you can set. WALLER quality plants are the best yield insurance that your money can buy.

JUDSONIA

WALLER'S  
GUARANTEED  
PLANTS

ARKANSAS



# THE NEW NECTARBERRY

Here is another new berry which was originated in California and as we have not seen the berry fruit, will have to give you the California grower's description as follows:

The Nectarberry was originated, not as a sport, but from the seed of a large Youngberry. When the original seedling of the Nectarberry came into bearing in 1935, attention was attracted to it over other seedlings by its particularly large juice cells or drupelets, larger than those of the unusually large Youngberries from which the seed came. The berries themselves also were the largest berries we had ever seen, many quite heart shaped. When these berries were sampled, however, the next surprise came, for there was so much more "body" to the flavor, and more flavor, as it seemed, and although sweeter, appeared to carry with it so much of the tang of the raspberry that it was wondered if the bees had crossed the Youngberry from which it came, with the raspberries or blackberries in nearby rows. But the bees wouldn't tell.

The berries began ripening about two weeks after the first Youngberries and there was a surprisingly heavy setting of fruit on the vines. The berries were such very dark wine color that they were almost black when ripe, and it was observed that there were many more red and green berries on the vines at the same time than was usual with other berries. Another characteristic that was noticed was that during the time that the berries were ripening there were lots of buds and blossoms on the same vines. The maturing of these blossoms later added a good many berries to the yield and extended the season materially.

The same year that this new seedling bore its first crop, 1935, we bought our first Boysenberry plants and planted them in adjoining rows, so that with the 1936 crop, there was opportunity to compare them with the Boysenberry. The Nectarberry began ripening about three days after the first Boysenberries. In comparing the flavor, they are somewhat sweeter than the Boysen, and fill the niche desired by many who prefer a berry not quite as sour as the Boysen. The flavor of the Nectarberry reminds some of a blend of the juice of the Youngberry and that of the Lloyd George Red Raspberry.

As the picking progressed, it was noticeable that at each picking, the yield from the Nectarberry vines was much heavier than from the Boysenberry vines. The Boysenberry had a long season, but the blooms kept coming on the Nectarberry much longer than on the Boysenberry and Youngberry,

with the result that the Nectarberry continued to ripen berries for some time after the other berries were finished.

In size, the Nectarberry runs a little larger than the Boysenberry and considerably larger than the usual Youngberry growing in the same soil. Large numbers run  $1\frac{1}{2}$  to  $1\frac{3}{4}$  inches long and an inch through, many larger. Many pickings ran 23 to 28 to the 8-ounce basket, while many selected baskets ran only 18 to the basket. In picking into the baskets it was often noticed that three berries filled the side of the  $\frac{4}{8}$  inch square basket. As a comparison, it took about 30 to 35 Boysenberries, 40 to 60 Youngberries, and 60 to 110 blackberries (according to variety) to fill the same baskets. Of course it is possible with any of these berries to pick selected berries that are unusually large, but such berries are not representative and cannot be used as a gauge of the variety.

In cases where people had an opportunity to compare the flavor of the Nectarberry with the Youngberry and Boysenberry, the improvement in flavor of the Nectarberry was so pronounced that it was far and away the first choice. The Nectarberry has so much more flavor to it and this flavor so much more substantial and pleasing than the Youngberry that, although the Youngberry used to be considered of excellent flavor, it is now so far outclassed that we believe few people will accept it if they have the choice of the Nectarberry, even at a higher price. While the flavor of the Boysenberry is somewhat similar to the Nectarberry, the greater sweetness of the Nectarberry makes it more desirable. It has remarkably few and soft seeds and no noticeable core, and when eaten either fresh, canned or frozen, the berries retain their fresh fruit flavor.

## HARDINESS

The Nectarberry has proven hardy under both drought and cold. Vines that were forced to go without water for long periods continued to bear nearly as well as those that were properly irrigated. Last winter the Nectarberry vines went through the winter in Michigan and New York state without injury though not mulched. Last winter was not as cold as some years in the East, however, and in the severely cold sections substantial mulching is advised, covering with a foot or so of straw, as practiced with many other berries, until experience has proved just how much cold they will stand.

Marion, Ill.,  
June 20th, 1939.

Waller Brothers,  
Judsonia, Ark.  
Gentlemen:

Would like for you to know the strawberry plants bought of you last spring have done better than any other plants we have ever had. Am well pleased with them. Yours truly,  
A. F.

Atwood, Tenn.,  
August 24th, 1939.

Waller Brothers,  
Judsonia, Ark.  
Gentlemen:

Want you to know just what I got from my  $1\frac{1}{2}$  acres of berries picked last spring. \$175.75 clear of all expenses. We sold 211 crates of No. 1 berries. Yours very truly,  
L. H.

San Bernardino, Cal.,  
March 8th, 1939.

Waller Brothers,  
Judsonia, Ark.  
Gentlemen:

Received shipment of strawberry plants today. Thanks for prompt shipment and the good plants. Yours very truly,  
T. J. G.

Waller Brothers,  
Judsonia, Ark.  
Gentlemen:

In March you sent me 500 Bellmar Plants. I want you to know what excellent plants they are. Not a one died and though we are now having an awful drought the plants are thriving beautifully. Yours very truly,

A. I. T.

Houston, Texas,  
May 12th, 1939.

Waller Brothers,  
Judsonia, Ark.  
Gentlemen:

I got your very fine berry plants and they are looking good at this date. I told all my neighbors that you are the honest plant growers. Will order more plants next season and you will also be favored with many orders from my neighbors. Yours truly,  
R. D.

Independence, La.,  
April 4th, 1939.

Waller Brothers,  
Judsonia, Ark.  
Gentlemen:

The 16,000 Yellow Free plants ordered from you last Spring are fine and I have not found one Yellow plant. We had a terrible Summer and Fall and I have a fine bed as good as I have ever seen. Yours truly,  
J. B.



## SEN. DUNLAP

### MID-SEASON

**The Best for the Mid-North  
Berry Grower**

The Sen. Dunlap is an old standard variety strawberry which has been successfully grown for many years. It is a free plant maker, very hardy, and produces an enormous crop of excellent quality berries.

The Dunlap is one of the most favored varieties in the North and Mid-North, apparently being very resistant to frost injury. Its dark red fruit ripens mid-season, and probably no berry yet produced equals it for canning and preserving.



Here's Proof of New Ground Plants

Its fruit is very firm, with a bright green cap, and slightly blunted in shape. It stands hot, moist weather without great injury. For a berry of unexcelled canning quality and one which produces a heavy yield, we suggest that you try our good, strong Dunlap plants. As we have found the Dunlap and the Dr. Burrill to be one and the same berry, we have discontinued listing them separately.

## CHAMPION K

### A Good Early Berry

The Champion K, although not as popular as many mid-season and second early berries, is one of our best earliest varieties. It ripens with Excelsior, the earliest strawberry grown, and its fruit is fully as large as the Klondike.

The fruit stem of Champion K is very large and the plant makes a strong, vigorous growth, producing an abundance of heavily foliated plants. The berry is bright red, slightly blunted, and a good shipper for an early berry.

As these berries ripen several days before the Premier there is always a demand on the market for them. Try a few hundred of our Champion K and cash in on the local market.

## GANDY

**The Old Standby**

This is one of the old favorites which has been planted for the past thirty years, and according to many growers, has not been bettered for a late variety.

In color, texture, and quality the Gandy ranks near the top. It is a good shipping berry and if planted with Aroma, will produce a fair yield.

The Gandy blossoms late and is seldom injured by frost. Its plant growth is strong and abundant, its foliage heavy and of dark green color. To anyone who understands fruiting the imperfect blossoming berries we recommend the Gandy for a late variety.

## CATSKILL

### (Midseason)

Largest and most productive. This is a New York Station seedling No. 4435. Before this variety was named it took a prize at the Massachusetts Horticultural Society in Boston. Catskill is a cross between the Marshall and Premier. From the information we have Catskill will be worth planting as a midseason berry with most of the other leading standard varieties. We hold it next to the Dorsett and Fairfax, not only because of our own experience but that which we have received from other sections of the country. They are sweet as sugar, having a delicious flavor. For size and wonderful color they are a real picture of a Strawberry. This variety will be a great advantage to you on the market, and bring you top money. Plant Catskill this spring and you will have downright pleasure, satisfaction and profit from your Strawberry patch. Catskill is worthy of its name.

## EVENING STAR

The fruit, plant growth, and season of ripening of the Evening Star resemble the Gandy so closely that they can hardly be discerned. This berry ripens late, has a hardy plant growth which withstands drouthy conditions well, and fruits excellent quality berries. Unlike the Gandy, however, it is perfect flowering.

The fruit stems of the Evening Star grow in such a position that the berries seldom rest upon the ground. There are no "white sides" to this berry when it ripens. It is a fair shipper and adequately fills the bill as a good, all-round late berry.

### STRAWBERRY COLLECTION NO. 2

With this collection you will have plenty of berries for the table and some for canning purposes.

|                    |   |                           |
|--------------------|---|---------------------------|
| 100 Bellmar.....   | } | <b>\$1.75</b><br>Postpaid |
| 100 Blakemore..... |   |                           |
| 100 Aroma.....     |   |                           |

### GARDEN SPECIAL NO. 225

50 Yellow Free Blakemore

|             |          |               |             |
|-------------|----------|---------------|-------------|
| 50 Klondike | 50 Aroma | 50 Bellmar    | 25 Mastodon |
| <b>225</b>  | Plants   | <b>\$1.50</b> | Postpaid    |



# BELLMAR

## A NEW FANCY EARLY SHIPPING BERRY

BELLMAR, like the Blakemore, is a recent introduction of the United States Department of Agriculture. It is a scientific cross between the Premier and the Missionary, and the resulting berry, according to many reliable sources, is considerably higher in dessert quality than either the Premier or the Missionary, and is of a better quality than the Premier.

The new Bellmar has a number of qualities which make it outstanding in any list of strawberries. Since its introduction in 1922, this berry has been tried in almost every state in the Union, and from no strawberry growing district has there come a report of its failure. In some instances this berry has been reported to yield as high as 5,000 quarts to the acre.

Quoting from Circular No. 171, United States Department of Agriculture, July, 1931: "As compared with Premier the plants are more vigorous and produce more freely; the blossoms are perfect, ripening almost a week earlier than Premier and fruits about as long. In Glendale, Maryland, it has been more productive than Premier and produced a better grade of berries, and on good soil the berries are fully as large; color bright red, similar to Premier but not as dark as Missionary. They have a very large green calyx and a gloss which has caused it to be selected as the handsomest among hundreds. They are firmer than Premier and not so acid as Missionary. They rank high in dessert quality when grown under proper conditions."

The Bellmar plant growth is vigorous, of a bright glossy green color and with us we find it will withstand more summer heat and drouth than any variety we have ever grown.



The same report comes to us from many other states. Many growers report 75 per cent of a loss on all varieties other than the Bellmar which they say have stood the summer heat nearly 100 per cent.

**Appearance:** The berries are a glossy luscious bright red. Their bright green cap gives them a very effective appearance. This together with their large size makes one of the most beautiful berries we have ever grown.

WALLER BROTHERS consider the Bellmar a valuable addition to the long list of good strawberries. We sincerely recommend it to our customers. Read some of the testimonials received from our customers as to what they think of this great variety.

## AMBROSIA LATE

The New Big Late Strawberry. Large to extra large. The fancy trade will appreciate the excellent quality of these berries; its rich red coloring and sturdy texture makes it a good shipping berry. To the growers who are looking for a good late berry we recommend Ambrosia.

## IMPROVED KLONDIKE

### The Best Berry for Mid-South

SEVERAL other varieties of strawberries may excel the time-proved Improved Klondike in one particular feature, but for a good, all-round strawberry which combines a multitude of admirable features, this variety knows no superiors. It is by long odds the most extensively planted strawberry in the mid-South and, after thirty years of testing, there must be good reasons why berry growers stick to this old favorite.

The Improved Klondike is a free plant maker and almost a sure cropper. The new improved variety is not easily susceptible to the diseases common to strawberries. It is adapted to a wide range of soils and conditions.

The Klondike fruit is a bright, glossy red in color. It holds this bright color until long after it is marketed. It yields a heavy crop of fancy fruit which usually brings a 20 per cent premium on the market. In dessert quality, shipping quality, and strong plants we know of no variety which surpasses the Improved Klondike.

If you want vigorous, true-to-name Improved Klondike plants—let WALLER BROTHERS be your headquarters. We are prepared to fill your order, be it large or small, and we guarantee that you cannot buy better Klondike plants than those you will get from us.

## MISSIONARY

### For Florida, Texas, and the Gulf Coast— An Unbeatable Shipping Berry

THE MISSIONARY, even after a quarter century of extensive planting, and so outstanding is its yield and plant vigor that the newer introductions of the U. S. Department of Agriculture have not enhanced this popularity. We ship millions of Missionary plants to Florida annually.

This old variety is an excellent plant maker, doing well on soil too sandy for other varieties. It is free from rust, a vigorous grower, and produces an average yield of high quality berries. However, we do not recommend its being planted north of Missouri as there are several other varieties more nearly adapted to the colder climate.

Our plants are from the original stock of Missionary—healthy, heavy producers, true-to-name. We take great pride in the quality of our Missionary and Klondike plants, for we believe that we grow and sell more plants of these varieties than any other plant dealer in the United States.

Plant City, Fla.,  
February 1st, 1939.

Waller Brothers,  
Judsonia, Ark.  
Gentlemen:

Inclosed is my order for 1,000 Missionary. I wish you could see the plants or rather the bushes and plenty of berries from the plants you sent me last year. All I ask is that you send me as good plants again this season. Mr. P. S. R., my next-door neighbor, ordered from \_\_\_\_\_ last season but after seeing our field said he is going to order from you and I believe he has already done so. We are getting better yields per acre than any one in Turkey Creek. Yours truly,  
M. N. O.





## TESTIMONIALS WHICH SPEAK FOR THEMSELVES

Waller Brothers,  
Judsonia, Ark.  
Gentlemen:

Last spring you sent me some New Nectarberry plants and also Boysenberry. We had a terrible dry season here but these plants have made a wonderful growth and are still growing strong. Thanks for the good plants. Very sincerely,

C. H. K.

Frederick, Md.,  
September 23rd, 1939.

Waller Brothers,  
Judsonia, Ark.  
Gentlemen:

Please start out another shipment 10,000 each Dunlap and Blakemore. Thought you might be interested in knowing that so far this season and all of last season we did not have a single kick on the plants we shipped, 75% of these plants were from you. We are

Yours very truly,

S. N.

Topeka, Kans.,  
March 28th, 1939.

Waller Brothers,  
Judsonia, Ark.  
Gentlemen:

My 100 Boysenberry plants are doing fine. I think every one is living. They have nice large bushes. Please send me instructions how to care for them. I am very proud of them.

Yours very truly, G. T.

Ft. Pierce, Fla.,  
February 8th, 1939.

Waller Brothers,  
Judsonia, Ark.  
Gentlemen:

As per your letter am enclosing check for 5,000 Blakemore plants. I set 2 acres of your plants in March, 1937. Last year I picked 486 crates and there is not a skip in the two acre block. I wanted plants to set two or three acres but it has been raining so much have decided to plant one acre.

Respectfully, B. C. E.

Bells, Tenn.,  
April 8th, 1939.

Waller Brothers,  
Judsonia, Ark.  
Gentlemen:

Just a line to tell you the 100,000 Premier plants were O. K. and everybody is well satisfied. Thanking you for prompt shipment and good plants. We are

Very truly yours, W. S.

Floyd Knobs, Ind.,  
April 25th, 1939.

Waller Brothers,  
Judsonia, Ark.  
Gentlemen:

The Yellow Free Blakemore plants ordered last Spring seem to live much better than the old kind and show no Yellow whatever. We are well pleased with them. Quote us prices for this fall. We are,

T. H.

Tyler, Texas,  
September 18th, 1939.

Waller Brothers,  
Judsonia, Ark.  
Gentlemen:

Enclosed is our check for \$245.00 for the enclosed order for Youngberry plants. Kindly advise how many more you can supply. Again thanking you for the good grade of Boysenberry plants already received. Sincerely yours,

L. J. R.

Bridgman, Mich.,  
April 10th, 1939.

Waller Bros.,  
Judsonia, Ark.  
Gentlemen:

For the past 5 or 6 years we have been getting our plants from you and have always found them to be the best we can find anywhere in the U. S. A. We are again in need of 2,500 each, Aroma, Premier, Blakemore, Dorsett and Bellmar. We are

Very truly yours, R. H. F.

Eminence, Ky.,  
February 15th, 1939.





# **BLAKEMORE** **Early, Hardy, Productive** **THE BEST EARLY SHIPPING VARIETY**

THE BLAKEMORE has been fruited in practically every state in the Union, and its success has been so phenomenal that in many districts it is rapidly displacing its parents, the Premier and Missionary. As a plant maker, a shipping berry, and a prolific yielder, it has not been bettered, and added to these admirable qualities is the fact that it will grow and yield a fair crop under conditions not favorable to berry culture. Where other varieties of early strawberries will grow and yield, we firmly believe that the Blakemore will grow better, yield more, and be of better quality than the other variety. We have fruited this berry for several years and we are so pleased with it, and we are so confident that our customers will be

pleased with it, that we recommend it to all strawberry growers.

The Blakemore is a tart berry of the Missionary type.

This berry is slightly blunted at the point, conic-shaped, with broad shoulders. Its bright green cap curls upward when the fruit ripens, making it easy to pick and hull.

The Blakemore is firmer than either of its parents. It will not puff and become soft during hot, moist weather. It will not bleed unless given unnecessary abuse, and unlike many other early berries, it retains its bright red color long after picking. This fact coupled with its earliness gives it a great advantage in the wholesale markets.

## **AND NOW THE NEW** **YELLOW-FREE BLAKEMORE**

More than 3,000,000 of these plants were sold last season by Waller Brothers. Not a yellow plant in 3,000,000. We are proud of this record. Blakemore has proven to be one of the best varieties grown. It had only one fault, and this has been removed by the Yellow Free Strain. You need not have any worry losing your plants due to yellow. They have been free for the past 8 years, and during this time we have scattered them from coast to coast, as you will

notice from testimonials we have printed. Be careful where you buy your Yellow Free Blakemore and make sure you get the genuine. If we knew of a better berry, we would have it. We believe this variety will be more extensively grown for the next two or three years than any other variety of strawberries. This is saying a whole lot, yet we believe it true. Plant Yellow Free Blakemore and you have the best strawberry in the world.



# HYBRID TEA ROSES



This list of roses represent only our regular line of stock. We can supply limited quantities of many other varieties at the same prices. Please let us know of other varieties you are interested in and we will endeavor to supply your wants.



## GUARANTEE:

If any stock proves untrue to name it will be replaced free of charge. But at no time shall we be liable for more than the purchase price.

All roses listed are two-year, field-grown bushes, budded low on Multi-flora Japonica stock. These roses have been dusted with sulphur to keep them in a healthy condition.



All Rose Bushes prepaid. Order as many varieties as wanted at following prices:

| Number 1 |        |        |        |         |         |
|----------|--------|--------|--------|---------|---------|
| 3        | 6      | 12     | 25     | 50      | 100     |
| \$1.00   | \$1.75 | \$3.00 | \$5.50 | \$10.00 | \$18.00 |

AMERICAN BEAUTY. HP. Carmine-crimson  
 AMI QUINARD. Deep velvety crimson  
 AUTUMN. Burnt orange, yellow and red  
 BETTY UPRICHARD. Copper red  
 BRIARCLIFF. Brilliant rose-pink  
 CALEDONIA. Pure white  
 COLUMBIA. Bright pink  
 DAINY BESS. Delicate pink; broad petaled  
 DUCHESS OF WELLINGTON. Saffron-yellow  
 EDITH NELLIE PERKINS. Salmon pink  
 EDITOR McFARLAND. Solid glowing pink  
 E. G. HILL. Dazzling scarlet-red  
 ETOILE DE HOLLANDE. Brilliant red; double  
 ETOILE DE FRANCE. Vivid crimson  
 FRANCIS SCOTT KEY. Large, light crimson  
 FRAU KARL DRUSCHKI. HP. Large, pure white  
 F. W. DUNLOP. Deep bright rose-pink  
 GEN. JACQUEMINOT. HP. Clear red  
 GOLDEN DAWN. Bright yellow  
 GRENOBLE. Deep red, tall, strong growing  
 GRUSS AN TEPLITZ. Crimson velvet

JOANNA HILL. Deep creamy yellow  
 JONKLEER J. L. MOCK. Pink  
 J. B. CLARKE. HP. Red  
 KAISERIN AUGUSTE VIKTORIA. Pure white  
 KILLARNEY. Clear pink  
 LADY HILLINGDON. Apricot-yellow  
 LUXEMBOURG. Yellow, toned pink and red  
 MARGARET McGREDY. Solid orange-vermilion  
 MME. BUTTERFLY. Pink and gold  
 MME. CAROLINE TESTOUT. Satiny rose, shaded light pink  
 MME. EDOUARD HERRIOT. Carol shaded-yellow  
 MRS. AARON WARD. Gold and pink  
 MRS. CHAS. BELL. Shell-pink  
 MRS. E. P. THOM. Deep yellow  
 MRS. PIERRE S. DuPONT. Pure yellow  
 PAUL NEYRON. HP. Pure pink, very large  
 PRINCE CARMILLE DE ROHAN. HP. Dark crimson

PRESIDENT HERBERT HOOVER. Cerise-pink, scarlet and yellow  
 REV. F. PAGE-ROBERTS. Copper yellow  
 RADIANCE. Pink  
 RED RADIANCE. Deep rose-red  
 ROSALANDIA. Deep golden yellow  
 McGREDY'S SCARLET. Bright scarlet, shaded rose-pink  
 LORD CHARLOMONT. Deep crimson  
 LADY MARGARET STEWART. Large, yellow and orange red  
 ROSLYN. Golden yellow, very double  
 SENSATION. Scarlet and maroon  
 SOUV. DE CLAUDIUS PERNET. Pure sunflower yellow  
 SUNBURST. Deep yellow  
 TALISMAN. Red, gold and yellow  
 ULRICH BRUNNER. HP. Large; carmine-red  
 WM. R. SMITH. Light pink, similar to cochet pink

## Climbing Roses

CLIMBING AMERICAN BEAUTY. Rose-pink  
 CLIMBING COLUMBIA. Clear pink  
 CLIMBING ETOILE DE HOLLANDE. Red  
 CLIMBING MARY WALLACE. Rose-pink

CLIMBING MARECHAL NEIL. Golden yellow  
 CLIMBING RADIANCE. Rose-pink  
 CLIMBING RED RADIANCE. Deep rose-red  
 CLIMBING SCORCHER. Red  
 CLIMBING TALISMAN. Red, gold and yellow

CLIMBING DR. HUEY. Hardy, dark red  
 CLIMBING DR. VON FLEET. Cameo-pink  
 CLIMBING GARDINIA. Yellow  
 CLIMBING SILVER MOON. Pure white; yellow stamens

## Polyanthia or Baby Roses

CECILE BRUNNER. (Sweetheart rose) light pink and yellow  
 ELSE POULSEN. Bright rose-pink  
 ELLEN POULSEN. Bright cherry pink

GLORIA MUNDI. Orange-scarlet  
 GOLDEN SALMON. Bright orange-scarlet  
 IDEAL. Dark red  
 KATHARINA ZEIMET. Pure white

MISS EDITH CAVELL. Brilliant scarlet  
 ORLEANS. Light red  
 ERNA TESCHENDORF. Carmine-red



# PREMIER

This is the father of so many excellent strawberries that its qualifications as the supreme berry almost speak for themselves. This berry has been used more times to propagate other varieties than any other single berry, so the Premier must have a number of admirable qualities. It is a very successful berry in the North and East, ripens early and has a long fruiting season. Berries are large and of uniform size.

## AROMA

Late—Safe from Frost

No late berry that we have ever grown comes as near being a perfect variety of strawberry as does the Aroma. This old standard berry is adapted to such a wide range of soils and conditions that it remains the favorite late berry in spite of all the newer introductions.

Perfect blossoms, vigorous, highly productive—the Aroma is by far the best money-making late variety produced in the South. It is very firm, bright red through and through, and of enormous size. In our fields no other late berry has ever matched the Aroma in size, yield, or hardiness. For that reason we have discontinued many late varieties after giving them trial.

The Aroma is a free plant maker for a late variety. It is very hardy, blooming late. It stands drought conditions better than any other late variety. As a shipping berry it is unexcelled. It is highly tart and continues to bear long after mid-season varieties have gone.



### WALLER'S PLANTS ARE KNOWN AROUND THE WORLD

Lietuva, Lithuania

Dear Sir:

I have mailed you an order, begging you to forward me some of your splendid plants, especially the earliest strains. I'll be content to have such ones as you will bestow, as in this country there are no strawberries from America.

Please mail the plants by Express, Europa's Continent. The speediest way will be via Eyl Kuhn (in Germany).

Our people are certainly very fond of your charming country, and they will be pleased to learn that Waller Bros. have sent them some of America's best fruit.

Yours very truly,

S. NACEVICUS

Agricultural Gardens,  
Dotnuva, Lithuania.

## Guarantee

You are fully protected when you buy WALLER BROS. quality berry plants. We place the following guarantee upon every plant we sell:

1. We guarantee the vitality and purity of our plants to the full amount of the purchase price.
2. We guarantee our plants to be state inspected and disease-free.
3. We guarantee our plants to pass inspection by any duly authorized state or federal inspector.
4. We guarantee the safe delivery of our plants to any destination in the United States.
5. We guarantee you full and complete satisfaction or your money refunded.

However, as yield is controlled to some extent by soil, weather conditions, and method of cultivation, under no conditions shall WALLER BROS. be held liable for production, nor in any case shall we be liable for more than the original cost of the plants.

## MASTODON—Everbearing Ripe Strawberries in 90 Days With Waller's Quality Mastodon Plants

WITHIN the past few years the Mastodon has qualified itself as the best Everbearing strawberry yet introduced. It holds the same high position among the Everbearers that Premier and Blakemore hold among the early varieties. A heavy yielder—both spring and fall—of good quality berries which are moderately firm, large and luscious in shape and taste, a good plant maker for an Everbearing variety, disease and drought resistant. Little wonder the Mastodon is called the Supreme Everbearer!

The Mastodon has easily outdistanced the old Champion and Progressive everbearing strawberries, containing all the worthwhile qualities of these two varieties and many more which they lay no claim to.

Although the Mastodon does not make plants as freely as some of the early berries, it is a very free plant maker for an Everbearer. It blossoms late, thus avoiding the danger of frost. It ripens its spring crop midseason.

Mastodon plants should be set in the mid-South in February or March, and we recommend keeping the blossoms from the plants until the middle of July, as this saps their vitality during the growing season. The second season the plants should be allowed to fruit freely.

After growing this plant for several years, we are ready to recommend it fully to our customers. However, it is our experience that the Mastodon, like any other Everbearing variety, will do best when planted in the Hill System. More, larger, and better berries can be picked from the Mastodon if the runners of the plants are kept cut off for the first season. Big, strong, individual plants bear more and better fruit than lots of weak plants. If this system is followed, plants should be set about 12 or 15 inches apart in rows 2½ feet apart. However, if you prefer the Matted Row method, set the plants 18 inches apart in rows 3 feet apart.

## EXCELSIOR

The Earliest Strawberry

The Excelsior is the most favored extra-early strawberry that we have ever produced. However, in many respects it will not measure up to the Champion K.

The Excelsior fruit is juicy, dark red in color, and of high dessert quality. The plants are vigorous with ample foliage to shade them throughout the growing and fruiting season.

This variety has stood the test of twenty years steady setting by market gardeners.



# Dorsett

Vigorous plant growth, firm rich red berries of tasty dessert quality, high yielder of fancy fruit, and almost a sure cropper—these are some of the qualities which make Dorsett an outstanding variety.

This new berry is a cross between the Royal Sovereign (a popular English variety) and Premier made in 1923 by the United States Department of Agriculture. Although the Dorsett has not been given trial over a wide range of conditions as has the Bellmar, wherever tried it has been found to excel almost every other early berry in quality, and in many sec-

tions it promises to be a serious contender for commercial prominence. So rich in flavor is this new variety, and so high in yield, many prominent berry growers along the eastern coast are turning away from the favored Premier to the newer Dorsett.

In color and appearance the Dorsett is rather distinctive. This berry is dark red in color, of a brilliant hue, and it holds this color well.

The calyx of the Dorsett berry is bright green, the size of the berry unusually large, and its shape very attractive.

## Pathfinder

DEVELOPED BY N. J. AGR. COLLEGE

New Jersey trial grounds have proved Pathfinder to be one of the outstanding varieties it is possible to obtain. It is an enormous producer of large to extra large berries of fine texture, shape and firmness. A vigorous plant growth and good fruiting bed are characteristics of this outstanding variety; in addition to a striking uniformity of shape in the berries. Pathfinder ripens about the same time as Dorsett and Fairfax. We recommend that you give it a trial this year. But the supply is limited, so please order early.

### GEM—Everbearing

Gem plants are usually medium to small, but make a very vigorous growth. Care should be taken to set Gem plants early and under good conditions. Once started they grow vigorously and make lots of plants. Thin severely for best results. Our records for two years show Gem about as productive as Mastodon in 1936 and considerably more productive in 1937. The berries average in size, are light in color, very showy, attractive and firm enough to ship. Quality is somewhat tart but fine when sweetened. They sell for top prices.

Garden Grove, Cal.,  
February 26th, 1939.

Waller Brothers,  
Judsonia, Ark.  
Gentlemen:

Kindly ship me 5,000 more Imp. Klondike plants. Previous 4,000 received in fine condition. They were very satisfactory.  
Yours very truly, W. E. B.

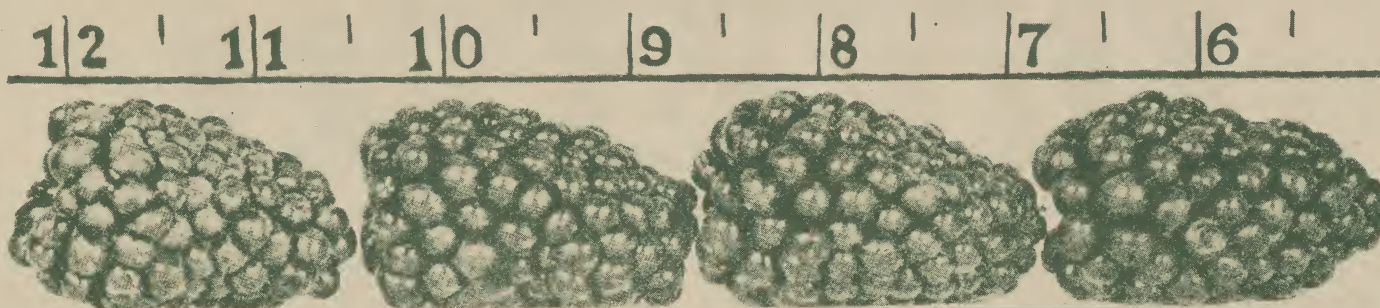
**WALLER BROTHERS**  
World's Largest  
Strawberry Growers  
and Shippers



**There Should Be**  
**A Strawberry**  
**Field on**  
**Every Farm**



**These Berries Selected. Average Size 1 Inch in Diameter and 1½ Inches Long**



**THESE FOUR BERRIES WERE PART OF 18 THAT WEIGHED 11 OUNCES**

## IMMENSE NEW BOYSENBERRY

The Boysenberry is a cross between Cuthbert Raspberry, Loganberry and Blackberry, developed by Rudolph Boysen, grower and superintendent of parks at Anaheim, California. The nurseries now have another big berry for release to the nation's growers that is likely to supplant the Youngberry, as a can crop and fresh product. It is larger and somewhat later than the Youngberry which created quite a furor several years ago and above all the Boysenberry has a most remarkable and delicious flavor, partaking of those of its three parents. In growth the Boysenberry is much the same as the Youngberry and you can easily grow from 10 to 30 plants from each plant set. Many growers claim 50 to 65 plants.

Now, Mr. Berry Grower, you know someone in your neighborhood will plant Boysenberries and why not you be first? If you will do this you are one year ahead and when your neighbor sees the wonderful berries you have he will not only want fruit but plants as well. You who have a small garden will never regret setting 10 to 20 of these plants which will produce all the berries you can use—fresh, canned, jam and jell—and still have plenty with which to make your friends

and neighbors happy. We urge each and every one of our customers to set some of these plants.

Boysenberry is a very sturdy plant. Don't think because it originated in California that it is subtropical. We know the plants are grown in Florida, Oklahoma, Ohio and Oregon. It appears that neither heat of Florida nor cold of Ohio, dampness and humidity of Oregon and Florida, or dry Oklahoma has hurt them in the least. Boysenberry is so sturdy we believe it can be grown successfully in our coldest states if canes are left on the ground during the winter and mulched with straw.

### A FINE VINE BERRY DEVELOPED FOR HOME USE

A few Boysenberry plants will be the joy of your garden. You will enjoy fruit like this and you will have something to show your friends. You will agree with us in saying they are the finest berries you have ever tasted, either fresh, canned, in jams, jellies or pies. You will be proud of your Boysenberries. Plant 8 feet apart in rows 8 feet across. You will be surprised at the berries you can get from 12 plants, which cost as little as \$1 delivered to your door.

## THORNLESS BOYSENBERRY

We are happy to offer you this great berry which is without a thorn and this means much in the handling. Another great advantage is it ripens a week ahead of the thorny Boysenberry, which alone is a material advantage, as it gets your berries on the market while prices are higher and that often

means a big difference in your profit. The berries themselves, are identical, both in size and flavor, but the canes are perfectly smooth, which means great economy and comfort in handling the vines and picking the berries.

## THE YOUNGBERRY

During the years we have grown and fruited the Youngberry its success has been phenomenal, often yielding 200 cases of fancy berries to the acre. We are now offering our customers an improved variety—a Thornless Youngberry. In every test this variety has shown itself equal to the thorny kind. The only difference apparently is that the improved variety is the old kind minus the thorns—and that's an improvement.

The Youngberry is a glowing dark purple in color, firm enough to ship, and of a high dessert quality. The large berries measure an inch in length and more than half an inch in diameter. The plants are vigorous growers and perfectly hardy.

Youngberries are no more difficult to cultivate than other vining berries. Set in blocks seven feet by seven feet, using a two-wire trellis four feet high for the vines. Cultivate as any other berry, cutting the dead wood after the vines have fruited.

We recommend the thornless variety. Our plants of this type are bought direct from the propagator.

## LUCRETIA DEWBERRY

The Lucretia (The Creeping Blackberry) is so far ahead of any other variety of the Dewberry that we have discontinued growing other kinds. The berries are a deep glossy black, large in size, and of a fancy quality. As Lucretia fruits at the close of the strawberry season, and about two weeks before ordinary blackberries come in, there is always a demand for Dewberries on the market. The Lucretia bears long, cylindrical-shaped berries which are very firm.

This variety of Dewberry is the only disease-resistant type yet produced. The plants are vigorous growers, hardy in the South and mid-South.

Dewberries are very easy to cultivate, and due to their large size, they are not difficult to pick. The common method of growing them is to plant in rows seven feet apart, setting the plants five feet apart in a row. In the Northern states the Dewberry is not perfectly hardy and a straw mulch is usually used to cover the entire field. In the South and mid-South this is unnecessary unless the vines are to trail on the ground. Straw mulch is sometimes used then to keep the ripening berries from coming in contact with the ground. Often the vines are trellised on a single wire. You cannot buy better Dewberry plants than Waller's True-to-name plants.



# PLANTING AND CULTURE OF VINE BERRIES

**PLANTING:** The best time to get out plants is as early in the spring as the ground is workable. We find the best time is February and March. Nectarberries, Boysenberries, and Youngberries can be planted in rows 8 feet apart with plants 8 feet apart in the row. Dewberries are spaced the same distance between rows but about 4 feet between the plants. With all of these berries, the vines are left to grow on the ground the first year, keeping all of the canes in a row growing in the same direction. By keeping the vines in adjoining rows trained so that they grow in opposite directions on the ground, the cultivation can easily be done in the same direction, up one row and down the next, without danger of the cultivator running into, tangling up and injuring the ends of the canes.

**PLANT PROMPTLY:** As soon as the plants are received, get them into moist ground at once. If they appear dry owing to exposure, put them in a pail of water to soak for a couple of hours. If the ground is not then ready, "heel them in" in a furrow, sheltered from the sun, and water them well so that the soil is settled well down around the roots and the roots not left exposed to the air. As soon as ready to plant, put them in field boxes and keep them covered or wrapped with wet burlap so that they will not dry out.

**PLANTING IN FURROWS:** Before planting, the ground should be plowed deeply, disced and harrowed, and the rows measured and marked out. The quickest way of planting, especially if a considerable number are to be planted, is in the side of a plowed furrow, similar to the setting out of cabbage and cauliflower plants. Plow a straight furrow the length of the rows. Then take the covered box of plants down the rows. Take from the box, set out and cover one plant at a time, being sure not to leave any plants uncovered in the sun. In planting, take up the plant with one hand and place it against the straight side of the furrow and see that the crown of the plant is about level with the ground surface. Spread the roots out fan shaped and all pointing downward. While holding the stem or "handle" of the plant with one hand, with the other hand or with a short-handled hoe, draw some dirt from the other side of the furrow and press it firmly over and around the roots. Step firmly but carefully on the dirt, covering the roots and against the side of the furrow, being careful not to step on the crown of the plant, or push



YOUNGBERRY

the whole plant down into the furrow. The following day or as soon as the ground can be worked, plow the dirt into the furrow where the plants were set out, being careful that the plants are not completely covered up.

**PLANTING WITH A SHOVEL:** If you are setting out only a few plants or it is not convenient to plow a furrow with either a horse, motor or hand wheel plow, then dig holes for setting out the plants. With the soil well plowed and harrowed and the rows measured and marked or staked out, step on the shovel, driving it straight down. With the shovel still in the hole, lean it to one side, away from the sooth, vertical side of the hole.

**FERTILIZING:** If the soil is deficient in humus and plant food, barnyard manure can advantageously be applied before the initial plowing and then thoroughly worked into the soil before the plants are set out. DO NOT put any fertilizer in the hole when planting, as that is a good way to burn them up. After the plants have become well established, it is ample time to apply fertilizer and you can then give them plenty. Owing to the heavy cane growth and abundant fruiting of these berries, they should be fertilized to provide the plant food necessary.

**TRELLISING:** The canes should be put on the wires just before the buds begin opening in the Spring. The end posts should be braced, the brace being at least as long as the end post extends above the ground and with the upper end nailed into the end post at least as high as the top wire. This will prevent the end post being pulled up when the wires are loaded with vines and berries.

**PRUNING:** Each Spring new canes will start growing for the bearing of the following year's crop. We find it best with Vine Berries to hold back the growth of these canes until the picking is over or nearly so, pruning off these new shoots close to the roots. In other words, raising one crop at a time; first the berry crop, and then the cane crop for next year's bearing. So we snip off the young shoots as soon as they put in an appearance, and then in a few weeks, go over the rows again and snip off the new ones that have started since the previous cutting. Then, when the berry crop is finished and the canes that have been bearing are cut off at the ground and removed, the new canes are allowed to grow on the ground as the first summer.

Burlington, Kans.,  
March 1st, 1939.

Waller Brothers,  
Judsonia, Ark.  
Gentlemen:

Please quote me best price on 15,000 to 20,000 strawberry plants. Are your plants as good as we got two years ago?  
Yours very truly, E. P. M.

Ozark, Ark.,  
March 1st, 1939.

Waller Brothers,  
Judsonia, Ark.  
Gentlemen:

Please quote me on 2,000 Imp. Klondike. I got the best plants from you men 16 years ago I ever saw. That is the last good plants I have been able to get. I have tried many different places and each time got stung. Yours very truly,  
L. T.

Oklahoma City, Okla.,  
March 7th, 1939.

Waller Brothers,  
Judsonia, Ark.  
Gentlemen:

Received strawberry plants which were in excellent condition. Thanks so much. Yours very truly, H. C.

Erie, Kans.,  
February 17th, 1939.

Waller Brothers,  
Judsonia, Ark.  
Gentlemen:

The strawberry plants bought of you last spring could have not been any better. Will you please let me know what to do with my Boysenberry. They all lived and are now all over the ground. I have them mulched with straw. Yours truly,  
F. V. W.



## THESE PRICES SET ASIDE ALL FORMER QUOTATIONS

| VARIETY               | (Postpaid)<br>100 | (Postpaid)<br>250 | (Not Postpaid)<br>500 | (Not Postpaid)<br>1,000 | (Not Postpaid)<br>5,000 |
|-----------------------|-------------------|-------------------|-----------------------|-------------------------|-------------------------|
| AROMA                 | \$ .75            | \$1.00            | \$1.50                | \$2.50                  | \$12.00                 |
| AMBROSIA              | 1.00              | 1.50              | 2.00                  | 3.50                    | 16.25                   |
| BLAKEMORE YELLOW FREE | .75               | 1.00              | 1.50                  | 2.50                    | 12.00                   |
| BLAKEMORE             | .75               | 1.00              | 1.25                  | 2.25                    | 10.50                   |
| BELLMAR               | .75               | 1.00              | 1.50                  | 2.50                    | 12.00                   |
| CHAMPION K            | .75               | 1.00              | 1.50                  | 2.50                    | 12.00                   |
| CATSKILL              | 1.00              | 1.50              | 2.00                  | 3.50                    | 16.25                   |
| DORSETT               | 1.00              | 1.25              | 1.75                  | 3.25                    | 15.00                   |
| EVENING STAR          | .75               | 1.00              | 1.50                  | 2.50                    | 12.00                   |
| EXCELSIOR             | .75               | 1.00              | 1.25                  | 2.25                    | 11.00                   |
| GANDY                 | 1.00              | 1.25              | 1.75                  | 3.25                    | 15.00                   |
| IMP. KLONDIKE         | .75               | 1.00              | 1.25                  | 2.25                    | 10.50                   |
| PREMIER               | .75               | 1.25              | 1.75                  | 3.00                    | 14.50                   |
| PATHFINDER            | 1.00              | 1.50              | 2.00                  | 3.50                    | 16.25                   |
| MISSIONARY            | .75               | 1.00              | 1.25                  | 2.25                    | 10.00                   |
| SENATOR DUNLAP        | .75               | 1.00              | 1.50                  | 2.50                    | 12.00                   |
| MASTODON EVERBEARING  | 1.00              | 2.25              | 3.75                  | 7.00                    | 33.00                   |
| GEM                   | 1.00              | 2.25              | 3.75                  | 7.00                    | 33.00                   |

### NECTARBERRY

|                 | (Postpaid)<br>3 | (Postpaid)<br>6 | (Postpaid)<br>12 | (Postpaid)<br>25 | (Not Postpaid)<br>50 | (Not Postpaid)<br>100 | (Not Postpaid)<br>500 | (Not Postpaid)<br>1,000 |
|-----------------|-----------------|-----------------|------------------|------------------|----------------------|-----------------------|-----------------------|-------------------------|
| One Year Plants | \$1.00          | \$1.75          | \$3.00           | \$4.25           | \$7.00               | \$30.00               |                       |                         |

### BOYSENBERRY

|                    |        |        |        |        |        |         |         |
|--------------------|--------|--------|--------|--------|--------|---------|---------|
| One Year Thorny    | \$ .60 | \$1.00 | \$1.75 | \$2.50 | \$4.00 | \$15.00 | \$25.00 |
| One Year Thornless | \$1.00 | 1.50   | 2.50   | 5.00   | 8.50   | 15.00   | 70.00   |

### YOUNGBERRY

|                    |        |        |        |        |        |         |         |
|--------------------|--------|--------|--------|--------|--------|---------|---------|
| One Year Thornless | \$1.00 | \$1.50 | \$2.50 | \$4.00 | \$6.00 | \$20.00 | \$35.00 |
| One Year Thorny    | .50    | 1.00   | 1.75   | 1.75   | 2.25   | 6.50    | 12.00   |

### DEWBERRY

|                 |        |        |        |        |        |        |       |
|-----------------|--------|--------|--------|--------|--------|--------|-------|
| One Year Plants | \$ .50 | \$1.00 | \$1.75 | \$1.75 | \$2.25 | \$6.50 | 12.00 |
|-----------------|--------|--------|--------|--------|--------|--------|-------|

Pine Bluff Ark.,  
December 11th, 1938.

Waller Brothers,  
Judsonia, Ark.  
Gentlemen:

I will be wanting more of your fine Strawberry plants in the spring. I sent your Father my first order for plants in March, 1902, at the request of a friend and received such nice plants. I was so well pleased that I sent him orders each year until I had a letter from him saying he had turned his plant business over to his sons. Since then I have been ordering plants each year from Waller Brothers and have always been well pleased with the plants. They have always been fresh, well packed and true to name. Nothing more could be asked. Respectfully yours,

N. H. W.

### INSTRUCTIONS

**WHEN TO ORDER.** Your order may be placed at any time during the year for delivery any time between October 15th and April 15th. No orders will be shipped before October 15th, and orders shipped after April 15th will be at purchaser's risk. Vine berry plants cannot be shipped sooner than November 15th.

**CASH** in full must accompany your order. You may remit by Money Order, Bank Draft, or cash in Registered Letter. Postage stamps will be accepted on orders of \$2 or less. We prefer money order.

**PRICES ON ALL PLANTS** quoted in this bulletin are prepaid to any destination in the United States unless marked "Not Prepaid." These prices supersede all former quotations.

**LARGE QUANTITIES.** Where customers wish to order larger quantities than those quoted in this calendar write us your needs.

**PACKING.** We pack all plants according to the most approved scientific methods, and we make no extra charge for this packing.

**TRUE TO NAME.** Read our Guarantee on page 2.

**REFERENCES.** Express Agent, Judsonia; Farmers and Merchants Bank, Judsonia, or any Waller Customer.

# NEW LOW PRICES FRUIT TREES

## ... Price List and Varieties ...

### APPLE

|         | Each   | 3      | 10     | 100     |
|---------|--------|--------|--------|---------|
| 5-6 ft. | \$ .35 | \$1.00 | \$3.00 | \$25.00 |
| 4-5 ft. | .30    | .75    | 2.25   | 20.00   |
| 3-4 ft. | .25    | .70    | 2.00   | 17.00   |
| 2-3 ft. | .20    | .50    | 1.50   | 14.00   |

### VARIETIES

|                    |              |                     |
|--------------------|--------------|---------------------|
| Yellow Transparent | Red June     | Grimes Golden       |
| Early Harvest      | Rome Beauty  | Blood Red Delicious |
| Early Red Bird     | Winesap      | Red Delicious       |
| Red Astrachan      | Twenty Ounce | Yellow Delicious    |
| Arkansas Black     | Ben Davis    | Black Ben Davis     |
| Deluxe             | Jonathan     | Stayman Winesap     |

### PEARS

|         | Each   | 3      | 10     | 100     |
|---------|--------|--------|--------|---------|
| 4-5 ft. | \$ .50 | \$1.25 | \$4.00 | \$35.00 |
| 3-4 ft. | .40    | 1.00   | 3.00   | 27.50   |
| 2-3 ft. | .35    | .90    | 2.75   | 24.00   |

### VARIETIES

|         |        |         |          |
|---------|--------|---------|----------|
| Keiffer | Garber | Douglas | Bartlett |
|---------|--------|---------|----------|

### PEACHES

|           | Each   | 3      | 10     | 100     |
|-----------|--------|--------|--------|---------|
| 4-5 ft.   | \$ .30 | \$ .80 | \$2.50 | \$22.00 |
| 3-4 ft.   | .25    | .70    | 2.00   | 16.00   |
| 2-3 ft.   | .20    | .50    | 1.50   | 11.00   |
| 18-24 in. | .15    | .40    | 1.25   | 9.00    |

### VARIETIES

|               |                |               |
|---------------|----------------|---------------|
| Elberta       | Early Wheeler  | Murphy Beauty |
| Early Elberta | Hiley          | White English |
| Mayflower     | Golden Jubilee | Indian Cling  |
| Early Rose    | Elberta Cling  | Frank         |
| Carman        | Georgia Bell   | October       |
| Chinese Cling | J. H. Hale     | Mamie Ross    |

### PLUMS

|         | Each   | 3      | 10     | 100     |
|---------|--------|--------|--------|---------|
| 3-4 ft. | \$ .35 | \$1.00 | \$3.00 | \$25.00 |
| 2-3 ft. | .30    | .80    | 2.50   | 20.00   |

### VARIETIES

|          |         |       |              |
|----------|---------|-------|--------------|
| Red June | America | Opata | Black Beauty |
| Sapa     | All Red | Gold  | Kelsey Japan |

### GRAPES

|              |          |               |
|--------------|----------|---------------|
| 1 yr., No. 1 | 15c each | 10 for \$1.00 |
|--------------|----------|---------------|

### VARIETIES

|                  |          |         |               |
|------------------|----------|---------|---------------|
| Moors Early      | Agawam   | Concord | Niagra        |
| Campbell's Early | Delaware | Agawam  | Ives Seedling |





# Waller Brothers

"THE HONEST PLANT GROWERS"

**JUDSONIA**



**ARKANSAS**

1940 **SEPTEMBER** 1940

| SUN | MON | TUES | WED | THUR | FRI | SAT |
|-----|-----|------|-----|------|-----|-----|
| 1   | 2   | 3    | 4   | 5    | 6   | 7   |
| 8   | 9   | 10   | 11  | 12   | 13  | 14  |
| 15  | 16  | 17   | 18  | 19   | 20  | 21  |
| 22  | 23  | 24   | 25  | 26   | 27  | 28  |
| 29  | 30  |      |     |      |     |     |

1940 **OCTOBER** 1940

| SUN | MON | TUES | WED | THUR | FRI | SAT |
|-----|-----|------|-----|------|-----|-----|
|     |     | 1    | 2   | 3    | 4   | 5   |
| 6   | 7   | 8    | 9   | 10   | 11  | 12  |
| 13  | 14  | 15   | 16  | 17   | 18  | 19  |
| 20  | 21  | 22   | 23  | 24   | 25  | 26  |
| 27  | 28  | 29   | 30  | 31   |     |     |

1940 **NOVEMBER** 1940

| SUN | MON | TUES | WED | THUR | FRI | SAT |
|-----|-----|------|-----|------|-----|-----|
|     |     |      |     |      | 1   | 2   |
| 3   | 4   | 5    | 6   | 7    | 8   | 9   |
| 10  | 11  | 12   | 13  | 14   | 15  | 16  |
| 17  | 18  | 19   | 20  | 21   | 22  | 23  |
| 24  | 25  | 26   | 27  | 28   | 29  | 30  |

1940 **DECEMBER** 1940

| SUN | MON | TUES | WED | THUR | FRI | SAT |
|-----|-----|------|-----|------|-----|-----|
| 1   | 2   | 3    | 4   | 5    | 6   | 7   |
| 8   | 9   | 10   | 11  | 12   | 13  | 14  |
| 15  | 16  | 17   | 18  | 19   | 20  | 21  |
| 22  | 23  | 24   | 25  | 26   | 27  | 28  |
| 29  | 30  | 31   |     |      |     |     |



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 If addressee has moved, notify sender on Form 3547 postage for which is guaranteed.



**WALLER BROS.**  
 The Honest Plant Growers  
 JUDSONIA, ARKANSAS  
 AFTER FIVE DAYS RETURN TO

*Miss Murren*  
 Assistant Chief of Bureau  
 Washington, D.C.

Sec. 562 P. L. G. R.  
**PAID**  
 UNITED STATES POSTAGE  
 JUDSONIA, ARK.  
 PERMIT No. 3

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**Yellow-Free Blakemore**



BEFORE SEALING—PLEASE CHECK YOUR  
LIST CAREFULLY—YOU MAY HAVE  
FORGOTTEN TO ORDER SOMETHING

From \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## TESTIMONIALS

### WALLER BROS.

Bristol, Ind.  
October 23rd, 1939

Mr. O. C. Waller,  
Waller Brothers,  
Judsonia, Ark.

Gentlemen:-

We planted the Yellow-Free Blakemore and notice there is no yellowing in the entire planting. All the plants were highly praised by the State Department of Conservation. These plants are far superior to the old Blakemore and the uniformly bright green plants.

Very truly yours,  
J. W. N.

Waldron, Ark.  
October 23rd, 1939

Waller Brothers,  
Judsonia, Ark.

Gentlemen:-

Regarding the Yellow-Free Blakemore plants set last March, will say that I was up to Huntsville yesterday and am glad to say the plants are looking fine. Not a yellow plant in the field. I am well pleased and am going to set more acreage of this variety in the spring 1940.

Respectfully,  
J. B. A.

Newburn, Tenn.  
September 23rd, 1939

Waller Brothers,  
Judsonia, Ark.

Gentlemen:-

We are pleased to say we have bought plants from you most every year since 1925 and have always been well pleased with every shipment. The Yellow-Free Blakemore are strictly fine not a yellow leaf has appeared yet. Hoping you have great success with this variety,

We are,  
J. L. I.

## WALLER BROTHERS

The Honest Plant Growers

Judsonia,

Arkansas

O. C. WALLER, Mgr.

### To the Prospective Strawberry Growers

Here are cold facts and indisputable evidence that YELLOW-FREE BLAKEMORE is an outstanding variety when we tell you more than 2,000,000 of these plants were set by the White County strawberry growers. We are one of the oldest strawberry Counties in the State and the growers are too well learned to be fooled along the line of strawberries. Seeing is believing and when these growers visited the Yellow-Free Blakemore fields last Spring they bought plants freely paying a good price for them other than set their own plants as a gift. It is a true saying that we may fool some of the people, but you cannot fool all the old strawberry growers. Not only are these growers pleased, but the State Plant Board, Little Rock, highly praises this variety.

## TESTIMONIALS

### WALLER BROS.

Brashear, Texas  
September 10th, 1939

Waller Brothers,  
Judsonia, Ark.

Gentlemen:-

We are well pleased with our strawberry plants ordered last Spring. Not a yellow plant in the field.

Yours very truly,  
W. T. W.

Bonner Springs, Kans.  
October 15th, 1939

Waller Brothers,  
Judsonia, Ark.

Gentlemen:-

The Yellow-Free Blakemore plants ordered of you last Spring show no sign of yellow. We are well pleased with them.

Yours very truly,  
H. T.

Chanute, Kans.  
October 15th, 1939


Waller Brothers,  
Judsonia, Ark.

Gentlemen:-

We purchased 10,000 Yellow-Free Blakemore plants from you last Spring and we are glad to report we have not detected any yellow in our field. Considering the season we have had, have a good prospect for strawberry crop. But for the record breaking drouth and heat during late September I would have a show patch. In the 6 years growing berries I consider the Yellow-Free the outstanding variety.

Yours very truly,  
A. T. A.



THIS FLAP IS GUMMED, READY TO SEAL  
Fold, Seal **NO ENVELOPE IS NECESSARY** 

# WALLER BROS.

## ORDER BLANK

Ship To \_\_\_\_\_

Post Office \_\_\_\_\_

Street or Box No. \_\_\_\_\_

Express Office \_\_\_\_\_ State \_\_\_\_\_

**JUDSONIA, ARKANSAS**

**Long Distance Phone 78F2**

Express      Mail      Freight

☐☐☐

Date of Order \_\_\_\_\_

Ship When \_\_\_\_\_

Cash Received \_\_\_\_\_

C. O. D. \_\_\_\_\_

Charge \_\_\_\_\_

Total \_\_\_\_\_

| Quantity<br>Ordered | Date<br>Shipped | Name of Plants |   |
|---------------------|-----------------|----------------|---|
|                     |                 |                | <p>If any items are out of stock may we substitute?</p> <p>Yes <input type="checkbox"/>      No <input type="checkbox"/></p> <p>Second Choice: _____</p> <p>_____</p> <p>_____</p> <p>_____</p> |
|                     |                 |                |   |
|                     |                 |                |   |
|                     |                 |                |   |
|                     |                 |                |   |
|                     |                 |                |   |

Please add the names of a few friends who might be interested in our catalog.

|      |         |
|------|---------|
| NAME | ADDRESS |
| NAME | ADDRESS |
| NAME | ADDRESS |
| NAME | ADDRESS |